There Is Only One.

Still the only cigarette that delivers the taste of 'Enriched Flavor' smoking.

It broke all the traditional rules of cigarette-making by concentrating on the tobacco end–not the filter end–of smoking.

MERIT. The cigarette that made history by delivering the taste of leading brands having up to twice the tar.

It's the first and only 'Enriched Flavor' cigarette. We made it for you.

Nothing halfway about it.

MERIT

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

7 mg "tar," 0.5 mg nicotine av. per cigarette, FTC Report Dec.'81

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